

Startup Candy Co. Opens Retail Outlet

Provo Herald 24 Mar 1974

For Harry and Karma Startup — who represent the fourth generation of candy making Startups — it was the fulfillment of a lifetime dream to open a retail outlet in the downtown Provo business district, at 45 N. University Ave.

Harry's grandfather, William Daw Startup actually began manufacturing candy in Provo on a wholesale basis back in 1874. Later, by about 1896 the family was operating a shop in Provo as well as a manufacturing kitchen.

Those two operations were combined when the company consolidated some of its operations from the current factory at 534 S. 100 W. in Provo.

So, for people who are well acquainted with the Startup line — clear candy toy figures, Royal Court chocolates, wedding party mints, and the like — there are now two places to make purchases.

Back in England

But the Startup story doesn't begin with the February opening of the new retail store — nor with the launching of the first Provo manufacturing plant in 1874. The story actually goes

back to 1838 and to William Startup who cast the first bit of confection.

Mr. Startup was the proprietor of a small store in Manchester, England, and began making candy in the basement. Actually, some of the candies went under the guise of a patent medicine and were sold as a cure for coughs.

But it was in that shop that William Daw Startup learned his trade, and in time brought his tools and knowledge to the Rocky Mountain Region. Early struggles as a teacher caused William Daw to revert back to his old world trade.

He first sold candy and sandwiches from a stand near Temple Square in Salt Lake City, before moving to Provo and establishing the third wholesale operation to be launched in Utah County.

Tragic Setback

In 1879 a tragic construction accident brought an untimely end to William Daw and his widow, Hagar, and sons, William Walter and George carried on with the business.

Their success can perhaps be

measured in the fact that Provo was known as the Candy City by many, including Robert Ripley in his feature "Believe it or Not."

Back to the here and now, Harry has been a part of candy making since he was old enough to shadow his father around and learn the trade. He has quietly gone about his business supplying the community with quality candy and candy specialties — particularly the crystal clear candy toys made in molds from Germany.

One of the favorite items produced today is a holdover from yesterday — the "Magnolias" a tiny perfumed candy.

Customer Participation

Mr. Startup claims that his only negative thought about opening the University Avenue Shop is that there is not enough room in the back to make small batches of candy so that patrons can get a whiff of the product as it comes off the stove.

Harry and Karma have lived in Provo — in a home they began buying just two days before they were married. Two of their three children are married now,



THESE PIONEER SCALES, seen here with Harry and Karma Startup, are still in use after 100 years and four generations of candy manufacturing in Provo by the Startup Company.

leaving 12-year-old Jon at home to learn the trade.

Historic Recognition

Not long ago the Daughters of Utah Pioneers unveiled a plaque at the candy factory at 534 W. 100 S., commemorating the business as the oldest candy company in the state.

But the factory which bears the plaque is not the original facility. The original plant was located a short distance from Brigham Young University's lower campus — back in those days it was the nearest thing to a retail market the company had. But, after William Daw's death the plant was constructed at 60 S. 300 W. — a building located across the street from the new Provo factory complex.

Startups continues to be provide a good product. But along with this, Mr. Startup is dedicated to contribute a little nostalgia with it. Anyone interested in talking over old times, or seeing pictures of the way things were in those early days should stop in at the new store as well as the factory locations.



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Paper Tax Defeated

NASHVILLE, Tenn. (UPI) — An attempt to put a state sales tax on advertising in newspapers of 50,000 circulation or higher was defeated in the Tennessee House Tuesday night.

Rep. Tommy Powell, D-Memphis, argued that newspapers should be taxed like any other business.

Several other legislators said, however, that newspaper readers would ultimately bear the cost.

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HERE'S WHAT the Startup Candy Factory looked like in 1898, as well as the staff. It was only a few years later that the company outgrew this facility and had to locate in a

larger plant at 534 S. 100 W. This building still stands across from the City Center at 60 S. 300 W.



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